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BC Festival of the Arts Society

Performance Plan
2001-2004

April 2001

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The Festival's Vision:

A unique multidiscipline festival of exceptional standard for all BC emerging artists.

The Festival's Mission:

The BC Festival of the Arts Society exists to produce on behalf of the Provincial Government, a multidiscipline art festival, in partnership with a host municipality which involves regional participation and provides artistic development to artists of all cultures and disciplines.

Program Overview:

The BC Festival of the Arts occurs for a week to ten days hosted by a different community each year.

Festival programs are dedicated to the instruction and development of emerging artists. The Festival currently offers programs in 10 genres including classical music, visual art, literary arts, media arts, dance, theatre, contemporary song writing, multicultural arts, indigenous arts and story telling.

Participating emerging artists, called delegates, may be advanced to the Festival in one of two ways. These include advancement from regional programs (also supported by the BC Festival of the Arts) or by jury selection. The Festival Society grants 30% of its funding to the hosting municipality, so that they may prepare for the Festival, develop programs for their community artists, and further volunteerism. In this way the Festival partners with the host. The Festival also supports provincial cultural organizations as Festival partners and they in turn program at the Festival and regionally.

The Festival serves 160,000 province wide and 1200 during the annual event.

The Festival's Values:

- The belief that training and showcase of BC's emerging artists is essential to the well being of the society and contributes to BC's cultural fabric.
- The belief in artistic excellence.
- The belief in access to the arts for all races and cultures.
- The belief in community outreach and regional development.

Environmental Factors that may affect the Festival

• Changes to Public Funding

Sole reliance upon public funding has become unfeasible. There is a need to diversify the funding base of arts organizations such as the Festival, but competition for corporate dollars, foundations and certain government funding agencies is strong. The move toward more accountability increases the emphasis on systems and certain expertise. This may become a drain on the program resources for a small organization like the Festival.

There is a shift to incorporating a user pay system to cover the cost of programs. Increasing the cost to artists may affect their participation.

• Changes to Education

There are changes within education that have created a decline in arts training within schools. The funding decrease creates the need for organizations dedicated to the showcase and training of youth to intensify their efforts to fill the gap.

Program partnerships with school arts service organizations have been threatened by the funding changes. Therefore, for partnerships with them to further the goals and programs of both organizations, the finances must be met within the Festival budget alone.

• Changes to Services

Transportation, food services, and accommodation costs are escalating, impacting the cost to access provincial art events.

Increases in shipping costs, community facilities rental, insurance, worker's compensation and staff are changing the complexity of the production of major events.

• Technology and Cultural Industries

Technical support for programs, and new programs based in technology, such as web-based art, involve a level of support that is costly and hard to transport into rural areas.

In BC, film and video production and internet art making are on the rise. Cultural training and exposure in these fields is essential for promising artists. This development has the ability to transform programs quickly and offers an opportunity to forge new program partnerships.

Goals of the BC Festival of the Arts

Goal I

Equal opportunity for BC emerging artists of all disciplines and cultures through expanded access.

Objectives

- Ensure all arts disciplines are represented.
- Provide equal opportunity for all races and cultures.

Strategies

- Implement policies for inclusion of all ethnicities in Festival programming.

- Implement policies for rotating disciplines and introducing new art forms.

- Increase allocation of existing funds, and seek new funding to be dedicated to new arts forms, multicultural programs and indigenous programs.

- Promote the Festival's regional programs to ethno-cultural organizations.

- Be proactive in seeking involvement through partnerships with ethno-cultural organizations.

Performance Measures

- An expanded list of ethno-cultural groups in the data base.

- Prepare a summary of indigenous and multicultural programs at the Festival.

- Track the number of entries of emerging indigenous and multicultural artists as well as professional artists who are contracted as Festival mentors.

Goal II

Community development through regional programming.

Objectives

- Build awareness of the BC Festival of the arts in outlaying regions.

- Deliver Festival programs where geographic and economic factors limit access.

Goal II (cont.)

Community development through regional programming.

Strategies

• Increase funding for existing regional events so that the community as well as resident artists may benefit.

• Provide regional programming in communities that cannot host the BC Festival of the Arts because of facility and economic limitations.

• Animate and provide resources to arts agencies, including schools, to partner when programming events.

Performance Measures

• Increasing numbers of regional events which increases the numbers involved in festival programs.

• The Society will dedicate 10% of its budget annually.

• Collation of demographic and statistical data.

• Meetings and evaluation with the host community and regional agencies.

Goal III

Providing recognition and future opportunities to emerging artists.

Objectives

• Quality training at the Festival.

• Showcase the host community and grass roots artists.

Strategies

• Promote Festival alumni.

• Provide more public programs at the Festival.

• Partner with national and international agencies and festivals to attract mentors and advance new artists.

• Advocate for increased profile of BC's artists.

Goal III

Performance Measures

- Distribution of questionnaires to participants to show areas of career advancement.
- Attendance at the festival and regional events increases by 20 % per annual.
- Mentors request the opportunity to work with the festival again.
- The number of entries to Festival programs increase annually and is documented.

Goal IV

Excellence of artistic training is provided to artists.

Objectives

- Attract leading national, provincial and international artists as mentors.
- Increase resources for mentoring.

Strategies

- Seek additional funding for mentor's costs.
- Continue to develop programs based on the needs of the client group of the grass roots artists.

Performance measures

- Roster of mentoring artists show an increase in excellent qualifications.
- Questionnaires distributed to participating artists, mentors, volunteers and other stakeholders.
- Juries.

Goal V

Collaboration with host municipalities

Objectives

- Recognition of volunteers in host communities.
- Profile the uniqueness of host communities.
- Profile community based artists.
- Provide exposure for participating artists throughout the province.

Strategies

- Continue to rotate the Festival annually to rural and urban communities.
- Address the growing problem of volunteer burn out.
- Animate the host community to produce the annual festival.
- Assist communities with strategic and organizational development.
- Control costs in the host community.
- Society to adopt polices for increase accountability by host communities.
- Encourage increased contribution from municipality.

Performance Measures

- In-depth reporting including measurable outcomes by the host community.
- More accountability for the Festival funding which is advanced to community.
- Tourism increased to BC communities.
- Possibility of cultural and economic legacy to communities.
- Assess the impacts on the host communities.

BC Festival of the Arts Society Financial Plan

	2001/2	2002/3	2003/4
Regional Programs	15,000	25,000	35,000
Provincial Arts Service Organization Support	80,000	75,000	60,000
Direct Festival Programs	125,000	155,000	160,000
Host Community Grants	280,000	265,000	250,000
Delegate support	30,000	30,000	30,000
Promotion	40,000	60,000.	65,000.
Administration	190,000	190,000	190,000.
Total expenditures	$750,000	$800,000	$800,000

Linkages to Government and the BC Arts Council

I The BC Festival of the Arts will contribute to the well being of BC's residents and to the success of BC artists.

II. Investment in the BC festival of the arts represents and commitment to regional development and to grass roots artist. Economically this will benefit the province through increase tax base, business activity in regional areas, and through marketing the arts resource father a field.

III Inclusion and safety

The festival is committed to high standard of board governance, which protects and includes all ages, aces and cultures through policy and organizational change

The Festival contributes to our society in the long-term, has the ability to transform its participant mentors and audiences and is committed to moving culture in BC forward.